

# AUSTRALIAN FARMERS... BECOME INVOLVED

## IN RHINO CONSERVATION!



### HELP US RAISE CATTLE TO ASSIST WITH THE CONSERVATION OF AFRICAN RHINOS

Raise cattle in order to financially assist those who are working to save rhinos

Be in contact with the rangers of the largest conservancy of black and white rhinos in Kenya

No cost to you... we pay for the cattle and pay an agistment fee when you raise them

or

Donate an animal and raise it for us



### WHAT IS CATTLE FOR WILDLIFE?

*Cattle for Wildlife* is an innovative Australian initiative designed to financially assist Kenya wildlife rangers who risk their lives daily protecting the endangered black rhino and critically endangered northern white rhino. The threats to the rangers' lives are very real – approximately 1,000 rangers worldwide have been killed by poachers and militia in the last ten years. Supporting the rangers and their families provides the best opportunity to protect the endangered rhinos. *Cattle for Wildlife* works in partnership with OI Pejeta Conservancy in Kenya, the largest black rhino sanctuary in East Africa. The *Cattle for Wildlife* programme also works in conjunction with Australian schools and pastoralists.

**HOW DOES THE PROGRAMME WORK?** Participating Australian farmers, who are rewarded financially, raise cattle on behalf of the Kenyan rangers who receive payment from the sale of the cattle. If no rhinos are poached the rangers receive the full proceeds. If some poaching occurs, then reduced funds are provided. Normally rangers earn as little as \$4 a day. Their crucial work needs to be rewarded. Doing this not only assists them financially but also improves the esteem in which they are held in their society, as well as sending a powerful message of support. This model safeguards the investment of donors as funds are only handed over to the guards when rhino conservation outcomes are delivered.

We firmly believe that a key to saving wildlife is to give local populations a vested interest.

**WHY CATTLE?** There is a natural synergy with the Kenyans through the raising of cattle in Australia. A vast majority of the rangers in Kenya are traditionally cattle farmers, with a strong emotional and cultural connection to cattle. Educational opportunities are also created by the sharing of information with the Kenyans regarding cattle farming practices in Australia.

### FOR FURTHER INFORMATION OR TO GET INVOLVED

Contact *Cattle for Wildlife* founder Mark Prichard on 0400081961 or

[mark.prichard@education.tas.gov.au](mailto:mark.prichard@education.tas.gov.au)

Mark is a teacher at Kingston High School, Hobart, Tasmania

To donate

[www.cattleforwildlife.com](http://www.cattleforwildlife.com)

*Cattle for Wildlife* is supported by the Bookend Trust and housed within the Pennicott Foundation. All donations are tax deductible.



Meet Grace. She grew up on a farm in the Hunter Valley, NSW, Australia. Grace is raising a couple of cattle for *Cattle for Wildlife*. Her 18<sup>th</sup> birthday present was to donate to CFW. She got to name a newborn black rhino, and chose the name Narla. Grace will get updates on how Narla is progressing.



of rhinos.

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The *Cattle for Wildlife* program is a not-for-profit program. Its aims are conservation and education. All proceeds go to the guardians